

A.A.W.S. HIGHLIGHTS

October 29, 2010

A.A.W.S. Chair, George M., opened the meeting with a moment of silence.

G.S.O. General Manager, Phyllis H., reported that the **Interoffice GSO E-Tech Team** met mid-October and agreed on the A.A.W.S. December 2010 Board meeting as the target date for submitting a project proposal and recommendation for e-publishing of our A.A. literature in 2011. The proposal will be based on A.A.W.S.'s full support of developing our own A.A. application with digital rights. Fellowship responses to our e-tech questionnaire are being tabulated and results will be reported in December as well as included in the project planning.

To address an increase in the numbers and scope of inquiries related to A.A.'s intellectual property, an **Interoffice GSO Intellectual Properties (IP) Team** has been created whose purpose is to develop a broader knowledge base on IP issues, establish a collaborative decision making process on complex requests and to ensure all IP matters are addressed appropriately.

The third issue of **Markings**, the **Archives** electronic-only newsletter, was released in mid-October. In this issue, the lead story emphasized the early letters preserved in the Archives that document the growing pains faced by early groups prior to the writing of the Twelve Traditions. E-subscribers to *Markings* doubled since the beginning of 2010 with 6,086 subscribers from around the world! The final issue for 2010 is scheduled for December.

The GSO **Archivist** attended and presented at the 14th Annual National A.A. Archives Workshop, September 23 – 26, 2010, in Macon, Georgia.

The **Conference** desk reports that it has received new Panel 61 delegate information from 16 of the 49 areas as preparations continue for the 61st General Service Conference that will take place May 1 through May 7, 2011.

The **Corrections Desk** will be sending out the bi-annual request to Area Delegates to share information about the Corrections Correspondence Service as there is always a need for willing participants to correspond with alcoholics behind the walls.

A request for local shared experience on solutions to perceived conflicts between A.A. Traditions and correctional facility regulations has prompted many local committees to respond about their successful cooperation with our friends in the corrections field. An article on such relationships is planned for an upcoming issue of *Box 4-5-9*.

The **Literature Desk Coordinator** reports that a letter regarding the opening for two Non-trustee Appointed Committee Members for the trustees' Literature Committee was sent to Trustees, Directors, Delegates, Committee Members, G.S.O. and Grapevine Staff. The announcement will also be included in the next issue of *Box 4-5-9*.

The **21st World Service Meeting** was held in Mexico City, Mexico, from October 17 to 21, 2010; and was attended by 53 delegates representing 32 countries.

The **Eastern Canada Regional Forum** in Trois-Rivieres, Quebec, September 17-19, attracted 788 attendees of whom 525 were attending their first Forum.

The **25th Intergroup/Central Office/A.A.W.S./A.A. Grapevine Seminar** was held in St. Louis, Missouri, September 23-26, with 130 attendees from approximately 110 local offices.

Highlights of the **Publications Report** included the following activity: Total distribution of all books for the nine-month period ending September 30, 2010, was 1,303,084 units, down 537,775 units or 29% from the total distribution of units in the same period in 2009, 1,840,849. The nine-month total of A.A. purchases amounted to 1,101,836 units while non-A.A. purchases accounted for 201,248 units or 18% of total units distributed through the end of September. In 2009, non-A.A. purchases represented 30.6% of total units distributed as the result of large non-A.A. orders received prior to the July 1, 2009 price increase. In both 2007 and 2008, non-A.A. purchases represented 19% of total units distributed. Through September 2010, we sold 672,524 units of all editions of the Big Book as compared to sales of 1,040,063 units in the same period in 2009. We will be watching sales to see if Central Offices and Intergroups who represent 70% of our purchasers begin to increase their inventory levels that may have been overstocked owing to last year's additional purchases prior to the July 2009 price increase. Gross sales for the month of September 2010 were \$1,071,577 which was 3.24% less than the budgeted sales of \$1,107,410 and 27% higher than actual gross sales of \$871,162 in September 2009. Gross sales for the nine-month period ending September 30 were budgeted at \$10,818,540. Actual sales, unaudited, came in at \$9,529,879, which is \$1,288,661 or 11.82% under budget. In the same period in 2009, gross sales amounted to \$11,085,091. In September, we processed 221 online large-purchaser orders; 1,898 pay orders; 517 complimentary orders and 25 French orders.

Highlights of the **Financial Report** included the following: Contributions received for the nine months of \$4,511,400 were \$102,800 (2.3%) more than budgeted and \$140,200 (3.2%) more than the first nine months of 2009. Net sales of \$9,326,095 during the first nine months of 2010 were approximately \$1,228,900 (11.6 %) under budget and approximately \$1,565,000 (14.4%) less than the same period last year. Gross margin from literature was calculated as \$7,165,300, approximately \$537,200 (7%) under budget, and \$730,100 (9.3%) less than during the same period in 2009. Resulting total revenue (contributions, gross profit from literature sales, and interest earned on cash flow) was \$10,566,486. Total revenue was \$174,900 less than budgeted and \$425,975 less than during the same time period last year. Unaudited net income for the first nine months of \$917,271 compares with a budgeted income of \$501,100, and \$1,026,100 reported for the same period in 2009.